



# ORDER

Flight Dates 10/01/12-10/04/12

Contract / Revision 313385 / Vernon Parker for Congress AZ-9

Original Date / Revision 09/28/12 09/28/12 Agency Com 15%

Billing Contact

Advertiser Parker / Republican / Congr  
5 Mapleton Road  
Suite 300  
Princeton, NJ 08540

Agency Jamestown Associates

Buying Contact

5 Mapleton Road  
Suite 300  
Princeton, NJ 08540

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 55666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	10020
KPNX	16%	8906
KPPX	%	0
KSAZ	26%	14473
KTVK	25%	13916
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$7,097.50	\$8,350.00	0.00	10/01/12	10/04/12	19	\$7,097.50	\$8,350.00
Totals	19	\$7,097.50	\$8,350.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/01/12	10/04/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWT---	:30	8	\$250.00	P-3	0.00 NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---			8		\$250.00		0.00			
N 2	KNXV	10/01/12	10/04/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWT---	:30	4	\$550.00	P-3	0.00 NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---			4		\$550.00		0.00			
N 3	KNXV	10/01/12	10/04/12		CM	6pm-630pm	MTWT---	:30	4	\$550.00	P-3	0.00 NM	4	\$2,200.00



KNXV

Print Date: 09/28/12

Page 2 of 2

**KNXV-TV  
PHOENIX**Contract / Revision    **313385**    Flight Dates **10/01/12-10/04/12**Hiatus DatesOriginal Date / Revision    09/28/12/    09/28/12Order Sep    00:20:00Advertiser    **Parker / Republican / Cong**    Product **Vernon Parker for Congress**    Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
				M-F 6pm-630pm											
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$550.00		0.00			
N 4	KNXV	10/01/12	10/04/12	M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					3	\$650.00		0.00			
													Totals	19	\$8,350.00